

30 years

» 2015 REPORT





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1. The Association

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» Letter from the President

Dear Associates:

The year 2015 has been a special one for the Association as we celebrate 30 years of hard work and support for the development of the national pork sector. This is therefore a good opportunity to take a look at the journey traveled so far and to be proud of the growth and development of the industry and, at the same time, learn from the things that we can improve in the future.

The pork sector has experienced significant growth: production has tripled and exports quadrupled in recent decades, going from 6 million dollars in 1995 to 457 million dollars in 2015. In addition, in 2015 we reached a new milestone, as we export more than half of what we produce.

A great many people have been part of this process; numerous projects and programs that have been implemented to meet current quality standards; there have been significant investments in technology and innovation, and I could mention several other factors, but I would like to highlight those that seem the most relevant looking back.

A key factor has been the intense work carried out by the public and private sectors, especially with the Agriculture and Livestock Service (SAG, for its acronym in Spanish). Without this partnership the opening of the over 50 markets to which we can export pork today would not have been possible; nor to be free from exotic diseases or have

eradicated PRRS in 2007. We face this challenge again today: to eliminate the PRRS virus, which is why we have focused a great part of our work on this objective over the past two years.

I would also like to highlight the work we have carried out with the Directorate General of International Economic Relations, (Direcon, for its acronym in Spanish) with the clear mission of improving market access for our exports through trade agreements. The role the Association has played in supporting the negotiating teams has been important in obtaining benefits from trade.

Today 50% of pork exports enter such relevant markets as South Korea, China, EU and the United States with a 0% tariff. Colombia will also be included in this group in 2016 when the Pacific Alliance comes into force. This progress allows our exports to be competitive on a global scale and to maintain our ranking as 6th largest exporter in the world for over 8 years.

But undoubtedly the most important factor has been the decision made by a group of pork producers many years ago, who chose to become a globally competitive industry. These companies have had the perseverance to continue on that path, although it entails costs, difficulties and results that are not immediate in nature.

I would like to emphasize the entrepreneurship, business skills and the capacity to innovate of the associated companies. We have had major crises such as the unintentional dioxin contamination, unpleasant odor issues with neighboring communities and the reappearance of PRRS; however, we have been able to overcome these events and continue to grow, on the path we now call sustainable development, which means projecting into the future and not focusing on the immediate or short-term results.

And it is with this outlook that we must face new challenges which, incidentally, are not minor: the new environmental requirements, the demands of the communities and the stigmatization of pork production as an undesirable neighbor are the reasons that today require us to double our efforts to position the sector as a sustainable industry, which must be prioritized in the agricultural agenda and should remain as diverse in its territorial distribution as in its size. For the Association, it is important to support small- and medium-sized producers who may see their continuity threatened by environmental demands, which are not always applied correctly.

Asprocer will continue to work on maintaining health and food safety programs that provide pork products that meet consumer expectations of quality, in opening and maintaining export markets, as well as a focus on trade facilitation through electronic

certification and digital trading platforms. We believe that exports will continue to be the greatest motor for growth.

There is also an emphasis on the domestic market, as the Association actively participates in the development of new regulations, that integrate the pork sector in an adequate and timely manner, giving assistance to small- and medium-sized producer in the adoption of better production practices and ensure a level playing field with imported meat products.

Today the regulations governing the use of drugs and growth promoters differ country by country. Chile stands out internationally as our regulations do not allow the use of growth promoters such as ractopamine, a position that is backed by the industry. Therefore, we must make sure that imported pork products comply with the same food safety requirements the domestic product is subjected to, in this way guaranteeing the consumers' well-being.

As an Association we will continue to work towards the sustainable development of the pork industry and to ensure the quality and safety of pork products.

Sincerely,
Juan Miguel Ovalle Garcés
President

» Who We Are

The Pork Producers Trade Association of Chile (Asprocer, for its acronym in Spanish) was created in 1985.

The Association is comprised of 25 small, medium, and industrial production companies.

Mission

- To promote the existence of a sustainable, profitable, socially responsible, and competitive pork industry on a global level.

Values

- Encourage the use of best practices in the production of safe food
- Act on the basis of scientific knowledge
- Promote a safe work environment
- Encourage the efficient use of natural resources and care for the environment

Support and assistance to companies under a sectoral target

- Sanitation and Food Safety Management
- Foreign Trade
- International Promotion
- Environmental and Social Assistance
- Industry Representation

ASPROCER
PORK PRODUCERS TRADE ASSOCIATION OF CHILE



More than **190,000**
breeding sows

94% of
total swine production

» Board of Directors

President

Juan Miguel Ovalle Garcés

Vice President

Carlos Seemann Santos

Secretary and Treasurer

Ramón Covarrubias Matte

Directors

Felipe Ortiz García

Francisco Achurra Larraín

Guillermo Díaz del Río Riesco

Jaime Bascuñán Noguera

Juan Lyon Lyon

Sergio Reyne Ferrat

Cristián Kuhlenthal Becker

Francisco Bobadilla Ferrer

Alternate Directors

Mario Patricio Dussert Astorga

Daniel Adi García

» Administrative Organization

President

Juan Miguel Ovalle Garcés

General Manager

Rodrigo Castañón Garbarino

Animal Health and Food Safety Manager

Pedro Guerrero Cañete

Research and Marketing Manager

María Soledad Valenzuela Molina

Comptroller

María Angélica Fernández Cáceres



» Associates

Agrícola AASA Ltda.
Agrícola Chorombo S.A.
Agrícola El Monte S.A.
Agrícola Genética Porcina Ltda.
Agrícola Jacques y Lorenzini Ltda.
Agrícola Mansel S.A.
Agrícola PIC Andina Ltda.
Agrícola Santa Francisca Ltda.
Agrícola Santa Lucía Ltda.
Agrícola Super Ltda.
Carlos Sabbagh Pisano
Carlos Tapia Azócar
Cerdos Dag Ltda.
Emilio Fernández Ferrera
Orlando Barra Castañeda
Progranja S.A.
Ramón Achurra y Cía. Ltda.
Sociedad Agrícola Angostura Ltda.
Sociedad Agrícola La Islita Ltda.
Sociedad Agrícola Los Tilos Ltda.
Sociedad Agrícola Soler Cortina S.A.
Sociedad Agrícola y Ganadera Chillán Viejo S.A.
Sociedad Agrícola y Ganadera Pehuén Ltda.
Sucesión Salvador Yanine
Yanine Mihad Ricardo

Collaborating Member

Frioport S.A

» Technical Committees

There are several committees comprised of specialists from different areas operating within Asprocer, which propose projects and programs of a sectoral nature to the board of directors.

Food Safety Technical Committee

This committee is made up of quality assurance managers from the associated companies' slaughterhouses, as well as veterinarians from Asprocer. The committee's objectives include identifying and proposing measures and actions that ensure food safety as well as good productive performance on an industry level. Furthermore, it also provides technical support for the sector if necessary.

AASA

Marcela Giadach

Agrosuper

Marisol Manríquez
Patricia Landaída
Cristián García

Coexca

Gloria Gutiérrez

Maxagro

Elizabeth Ellmen
Rodrigo Díaz

Asprocer

Mauricio Fernández
Miguel Adasme
Pedro Guerrero



3 technical committees propose measures of a sectoral nature to the board of directors

Technical Committee on Sustainability

This Committee advises the Board of Directors at Asprocer on environmental issues which fall within the technical, legal, social and political actions framework. The Committee aims to promote the environmental sustainability of pork production.

AASA

Alejandro Gebauer

Agrícola Santa Francisca

Manuel González

Agrosuper

Martín Landea

Carlos Sabbagh

Carlos Sabbagh

Coexca

Carlos Montoya

Chorombo

Nicolás Hiriarte

La Islita

Guillermo Seemann

Mansel

Alberto González

Maxagro

Elizabeth Ellmen

Ricardo Yanine

Ricardo Yanine

Salvador Yanine

César Contreras

Soler Cortina

Ángel Soler

Asesor Legal

Carlos Cantuarias

Asprocer

Daniela Álvarez

Renzo Boccanegra

Porcine Technical Committee

This committee is composed of SAG representatives, company representatives, advisors for small- and medium-sized producers and the academia. Its objective is to address domestic and international contingency issues and propose technical projects regarding animal health.

AASA

Eduardo Luchsinger

Agrosuper

Gonzalo Mena

Miljenko Atlagich

Asesores Externos

Alfonso Campos

Esteban Gigoux

César Contreras

Joaquín Soporke

Leonardo Cuevas

Marcelo Didier

Chillán Viejo

Cristián Catalán

Chorombo

Alejandro Araya

Los Tilos

Patricio Salazar

Maxagro

Cristóbal Cano

PIC Andina

Roberto Molinari

Ricardo Yanine

Rodrigo Serey

SAG

Álvaro González

U. de Concepción

Álvaro Ruiz

Asprocer

Ignacia Apel

Pedro Guerrero



2. Evolution of the industry over the past 30 years

- » From Pig to Pork
- » Time to Look Abroad
- » Opening of Markets (Sanitary Requirements)
- » The Competitiveness that Motivated Trade Agreements
- » Consolidation of International Markets: ChilePork is Born
- » And the Future...
- » Sustainable Management of the Sector
- » Projects, Programs and Public-Private Agreements
- » Comprehensive Food Safety Management System



Genetic improvements to increase productivity and meat quality

» From Pig to Pork

Thirty years ago, when pork accounted for less than 20% of the meat produced in Chile, the Pork Producers Trade Association of Chile (Asprocer) was created with the purpose of promoting the development of a productive sector that faced a huge challenge as a meat supplier in the country.

So it was that at this initial stage work efforts focused on improving health conditions and eradicating diseases, modernizing production systems and seeking genetic improvements to increase productivity and meat quality. This was the basis for growth in pork production, which was offset by an increased demand from consumers, for which the campaign promoting the "new pig" was developed.

This was not just a change of image, as new pork genetics allowed the production of pork with less fat;

it made it possible to consume pork throughout the year, not only in winter; and the existence of modern and efficient production systems offered a diversity of cuts to consumers. In this way, year after year, consumption began to increase and the concept of "pork" changed, now representing a product produced with high quality standards. Producers went from being pig breeders to meat producers of this new pig.

In this way, between 1985 and 2000, production increased by four times and consumption per capita tripled from 5 to 15 kilos a year. This increase in consumption was accompanied by economic growth and rising per capita income. Ultimately, the families' increased disposable income spent on meat consumption was captured by domestic production, thus strengthening the national pork sector.

2. Evolution of the industry over the past 30 years



Pork production has grown steadily at an average annual rate of **7%** over three decades.



More than **9.8 million** people worldwide consume Chilean pork on a daily basis.



55% of domestic production is exported.



Pork **ranks** first among Chilean meat exports.



Chile **exports** pork to more than 30 destinations.



Industry authorized to export to **60 countries**.

» Time to Look Abroad

The year 1999 represented an important milestone for the pork industry as pork production reached 244,000 tons CWE, surpassing beef production for the first time. This was a turning point for the industry and it was time to face a new challenge: export and play in the major leagues.

There were four main factors that played in the industry's favor: the optimal health condition of the domestic swine population; the consolidation of an economic and political system which gave the country credibility; Chile's strategy of international openness through trade agreements and most importantly, the pig producers entrepreneurial skills and their capacity to take risks.

Thus began the next stage of development of the industry, in which Asprocer has played a key role as an association, due to the fact that the export of meat, unlike other products, requires strict health and quality conditions at the sector and country level making it difficult to be faced by an individual company. Soon the industry and Asprocer understood that the exporter "is the country" and not a company independently, even more so considering that the sector accounts for less than 1% of total world pork production.

» Opening of Markets (Sanitary Requirements)

Since 1985, the process of economic liberalization in Chile was primarily based on a policy of unilateral liberalization, and it was only in 1991 that Chile began the process of signing economic complementation agreements with Argentina and Mexico, which would ultimately become the forerunners to the free trade agreements.

In 1996 Chile signed an FTA with Canada, a top pork producing nation and also a major player in the international pork market. It was at this moment that the national pork sector decided to join the free trade bandwagon.

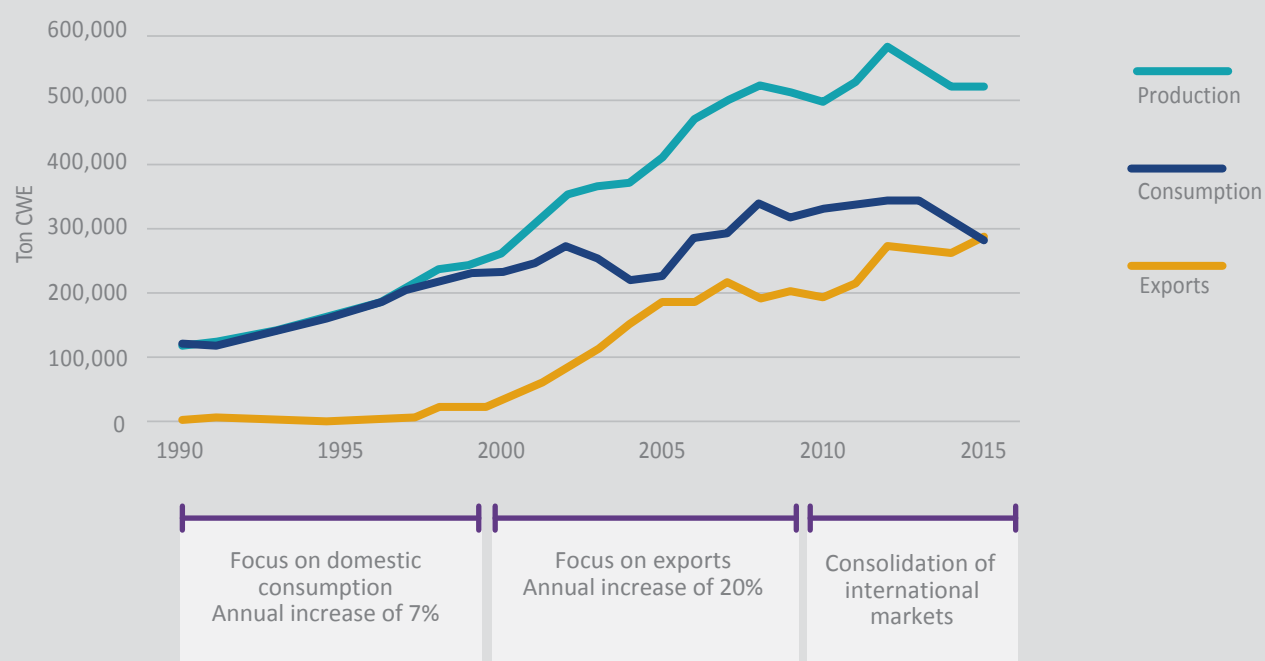
However, it soon became clear that in addition to the FTA's, which reduced tariffs, a set of permits, authorizations and sanitary protocols were required. These had to be obtained from the health authority in each destination market by SAG, a process defined as "sanitary opening". In the great majority of cases this is a long and difficult

process, and although it should be based on objective scientific considerations, the reality of the matter is very different and many countries take several years to grant these authorizations. Asprocer played a major role in the technical and scientific areas, which continues to this day, as the association represents the industry before SAG and provides background information and research studies to obtain and maintain these authorizations or sanitary openings.

The most emblematic case was that of Mexico, a country with which there has been a free trade agreement in place since 1991, and yet the first pork exports took place in 2001, after the many efforts, visits and headaches of the directors of Asprocer at the time. It was the perseverance of the then President of Asprocer, Mr. Toribio Correa M. , that allowed the first pork exports, which in 2001 totaled 8,438 MT.

:: Evolution of the industry

Source: INE and Customs



Chile is the **6th largest** pork exporter in the world



Asprocer played a major role in the **technical and scientific** work areas, representing the industry before SAG to obtain and maintain authorizations or sanitary openings



Agreements and authorizations are key to **improving competitiveness**



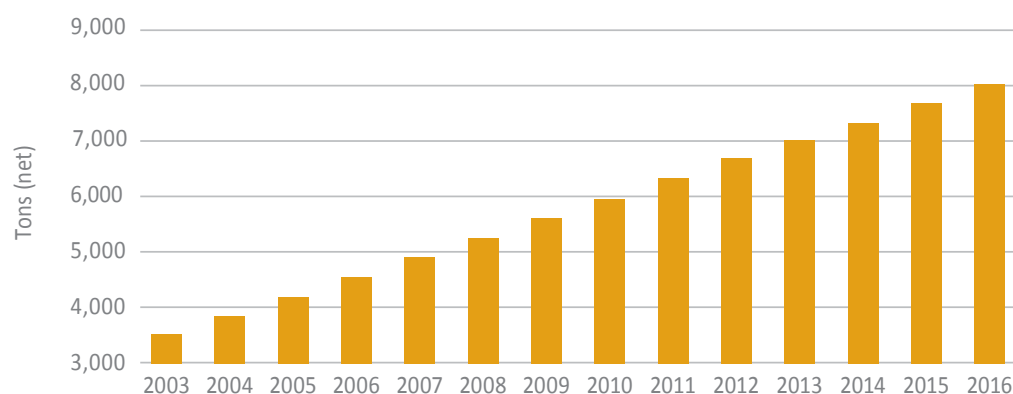
Then came the challenge of other markets, particularly the EU with which Chile had signed an FTA in 2003, and had obtained a small non-tariff quota, but which nevertheless allowed access to this important market, whose average tariffs were around 40%. This agreement and sanitary authorization, was key to improving our competitiveness, because although the quota was small, we knew it would grow over time.

Then came more markets, more requirements and an enormous challenge that has not stopped until today, when Chile exports 55% of its production to more than 30 destinations.

Today, the Chilean pork industry competes with the largest pork producers and exporters in the world and is the sixth largest pork exporter in the world.

:: Volume of non-tariff quota for pork products - EU

Source: Direcon



» The competitiveness that motivated Trade Agreements

In early 2000, when Chile decided to negotiate bilaterally with the major countries of the world in order to gain a better position as a trading partner, the possibility of exporting non-traditional products, such as food, was born. At that time it was not easy to visualize the great impact this would have a decade later, and the pork industry made the strategic decision to be a part of these agreements. Asprocer, a proactive member of the Side Room, gave their support to the Chilean negotiating teams through which important benefits were obtained, not only for the sector but for Chile as a whole.

The first experience in negotiation was Canada, which set the standard for the associations' active participation in the following negotiations. It was the first time the directors of Asprocer participated in the negotiations. Canada, one of the largest pork exporters in the world, would become our trading partner and



A **public - private** work effort allows an assessment of negotiations and the establishment of priorities and expectations for the pork producing sector



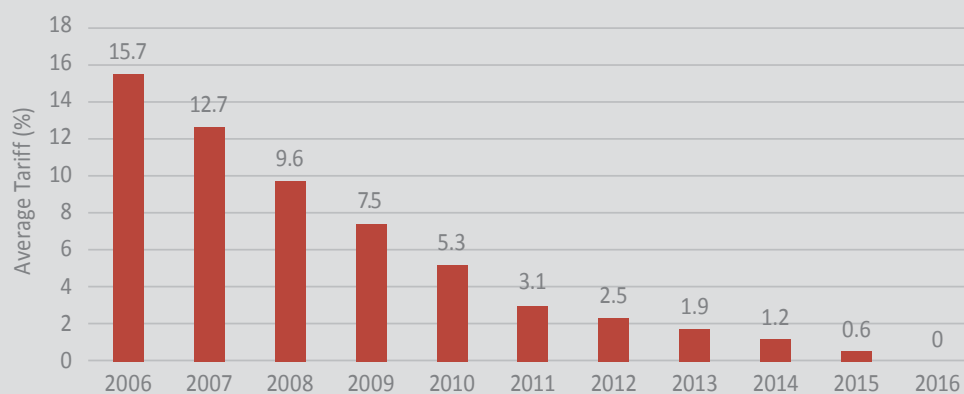
In three decades the effective tariff rate for Chilean exports has gone from 15% to **1%**



23 agreements with 60 countries which represent over **90%** of world GDP

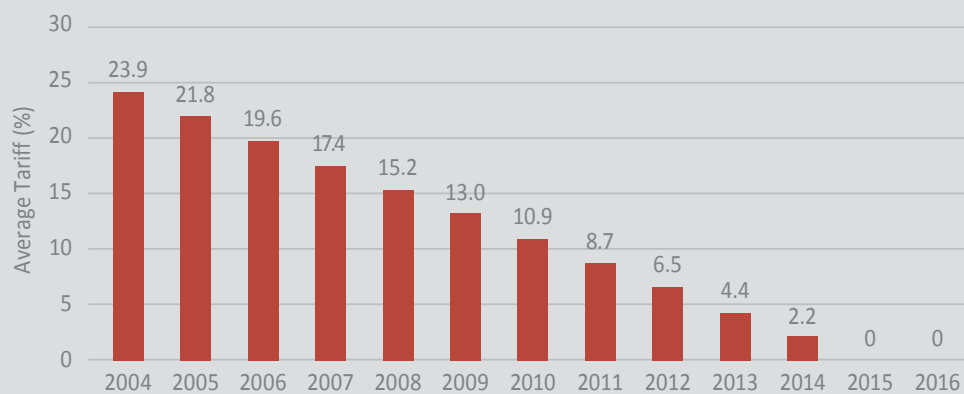
:: Tariff reduction schedule for pork products - CHINA

Source: Direcon



:: Tariff reduction schedule for pork products - SOUTH KOREA

Source: Direcon



TARIFF
0%

Canada / July 1997
Mexico / July 1998
USA / January 2004

2. Evolution of the industry over the past 30 years

we had to be able to be competitive against a country that in those years was exporting more than 44% of its production, reaching 660,000 tons CWE.

Then came other negotiations: the United States, South Korea, China and Japan. Nothing came quickly nor smoothly. Numerous meetings and lengthy negotiations were needed. Finally, perseverance and patience paid off: the Chilean negotiations were successful in their objectives and the pork industry had every opportunity open to them, given that pork meat now had the necessary authorizations and certifications needed for export. This allowed the country to take advantage of the tariffs negotiated, do business and gain significant market shares in destinations such as South Korea, Japan and the European Union.

The most singular case was that of China, a country with which the equivalence process began in 2002 but was only obtained in 2010, after eight years of not only numerous meetings and technical visits, but also the intervention of various Ministers. Thus, in 2010 the pork export sector initiates a third phase of consolidation of its exports.



In 2015, **55%** of Chilean pork production was exported

Productive and commercial strategy with a clear focus on the **global market**

Supply focusing on higher **value-added** products, privileging quality

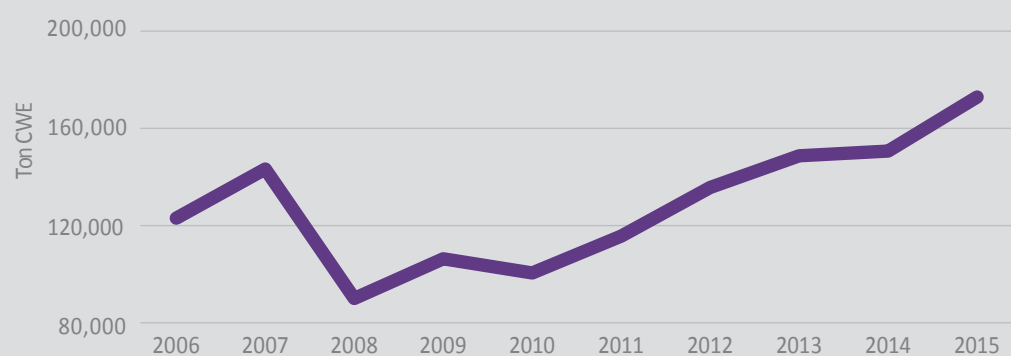
:: Approved Export Markets



2. Evolution of the industry over the past 30 years

:: Evolution of Exports to Asia

Source: Chilean Customs



:: Pork Trade Balance

Source: Chilean Customs





In the 2000s, Chilean pork exports grew at an annual rate of 20%, doubling production and reaching 500,000 tons in 2010, of which 38% was

The opening of the Chinese market represented a new boost for exports. The largest emerging economy in the world and with the highest pork consumption, now authorized the exports of Chilean products, and with our scale of production the opportunities were endless. Furthermore, they preferred cuts that were not traditionally demanded in other markets, such as feet, heads and offals.

The year 2015 marked a new milestone: 55% of the domestic pork production was exported.



A **competitive**
industry on a global
scale

» And the Future...

The Chilean pork sector is today competitive on a global basis, as a result of the hard work carried out by different actors, and especially thanks to the joint efforts of the public and private sectors.

There are many challenges and the industry is prepared to face them, as its capital is built on a solid technical and scientific foundation, as well as good production practices aimed at ensuring consumers are offered a safe and high quality product.

The main objective today is undoubtedly that production continue to grow in a sustainable manner. The industry must efficiently manage negative externalities towards the

environment and communities; public policies must provide the rules and regulations which will serve as the basis for productive development and the country must recognize pork production as a reliable supplier of animal protein and as making an important contribution to society.

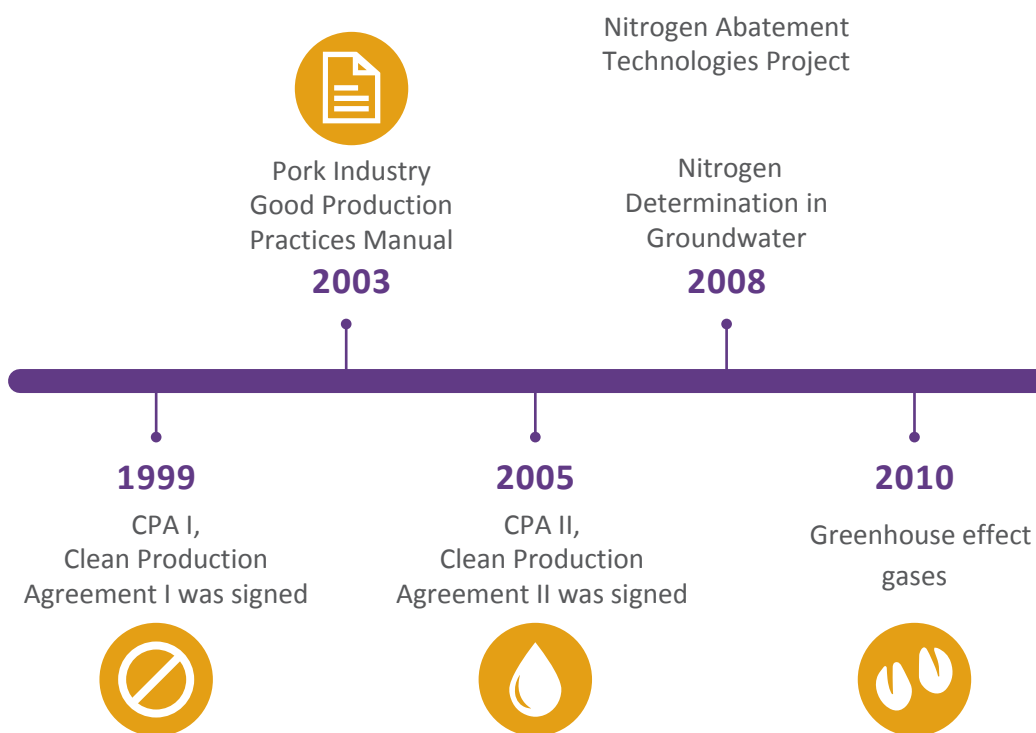
Asprocer is committed to this challenge and its technical and professional teams work day after day to ensure that pork production continues to develop in a sustainable manner.

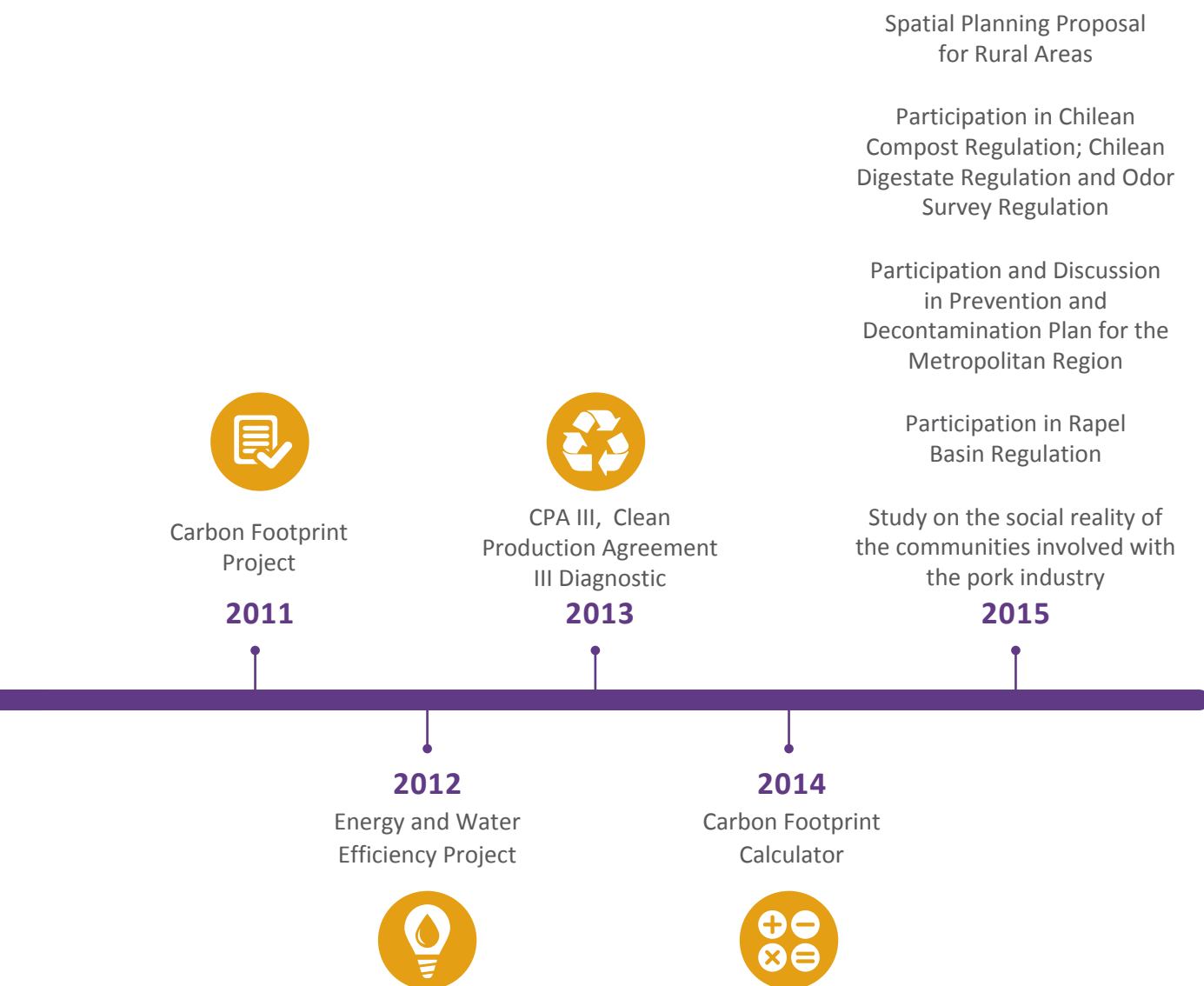
2. Evolution of the industry over the past 30 years

» Sustainable Management of the Sector

The year 1999 marks another milestone as the industry signed the first Clean Production Agreement.

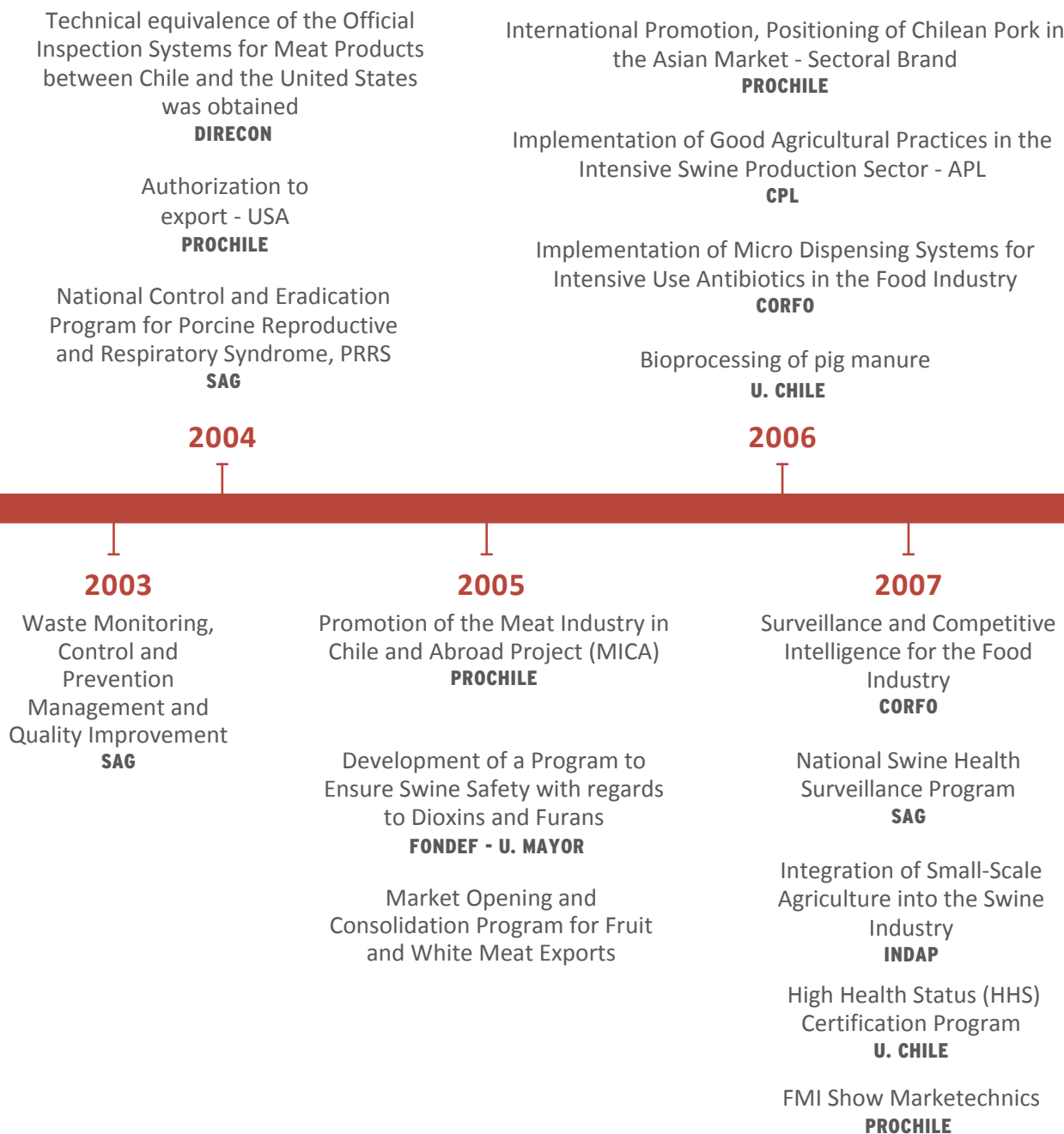
Subsequently a series of different projects have been developed with the same objective: to improve the sustainability of the pork sector.

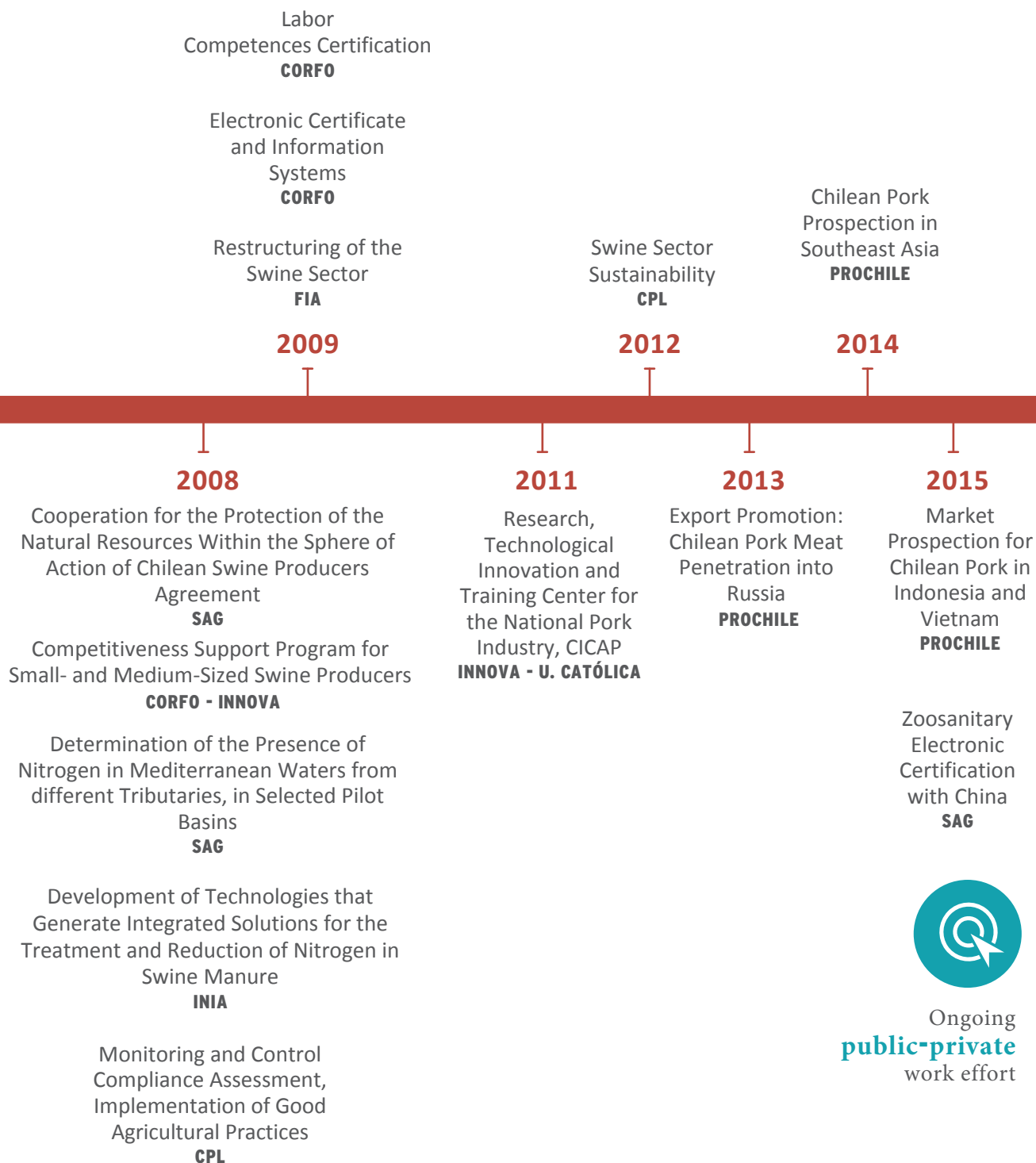




» Projects, Programs and Public-Private Agreements

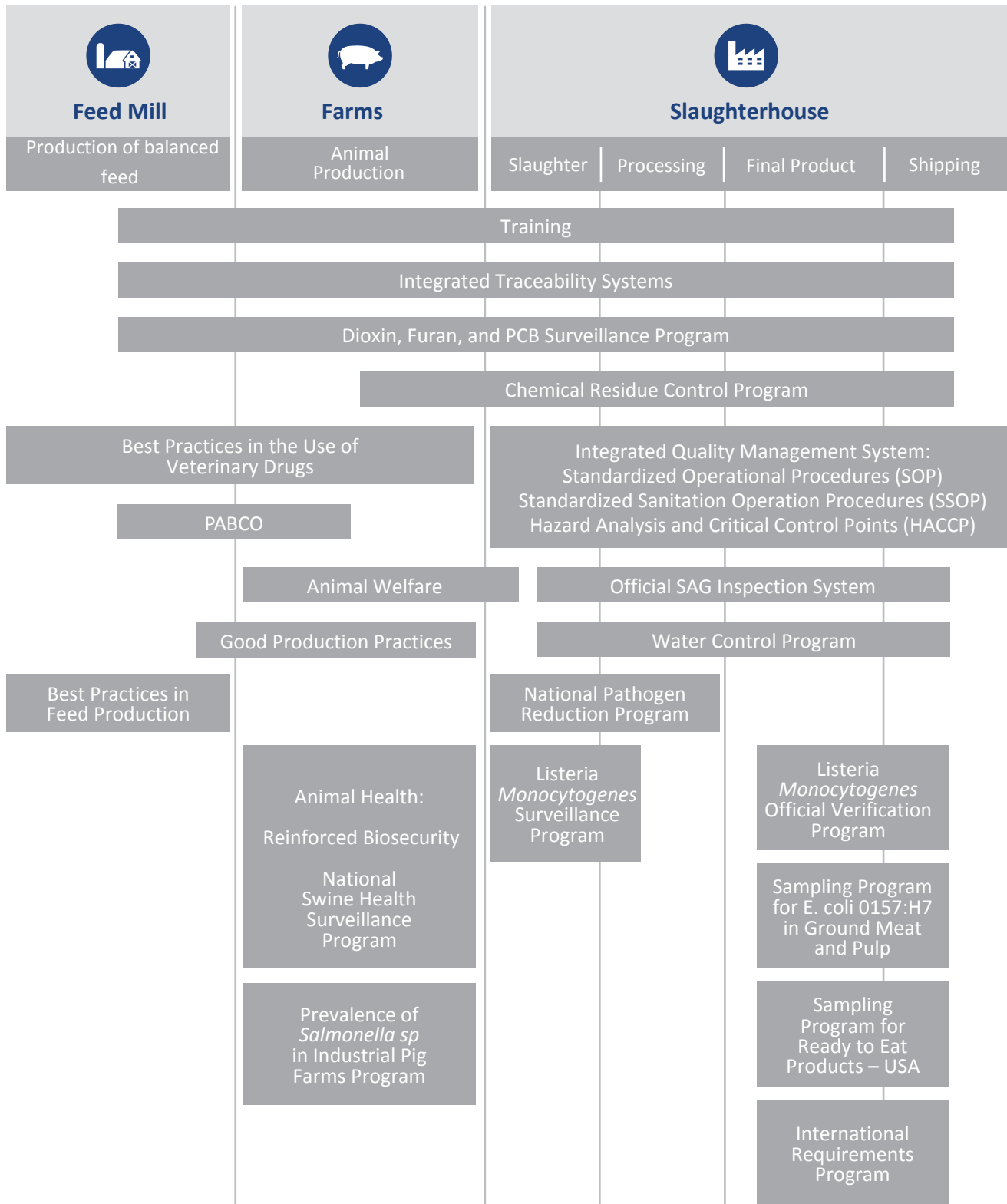
The combined work efforts and partnership between the public and private sectors are crucial for the evolution and development of the industry. Asprocer, together with different organizations, works for the industry through various projects, programs and agreements:





» Comprehensive Food Safety Management System

Asprocer and the health authority, in a joint work effort, have created programs, protocols and plans that ensure domestic and international consumers the safety of pork meat, produced with the highest standards and production processes.





3. The Industry in Numbers

- » Evolution of the Industry
- » Statistics

3. The Industry in Numbers

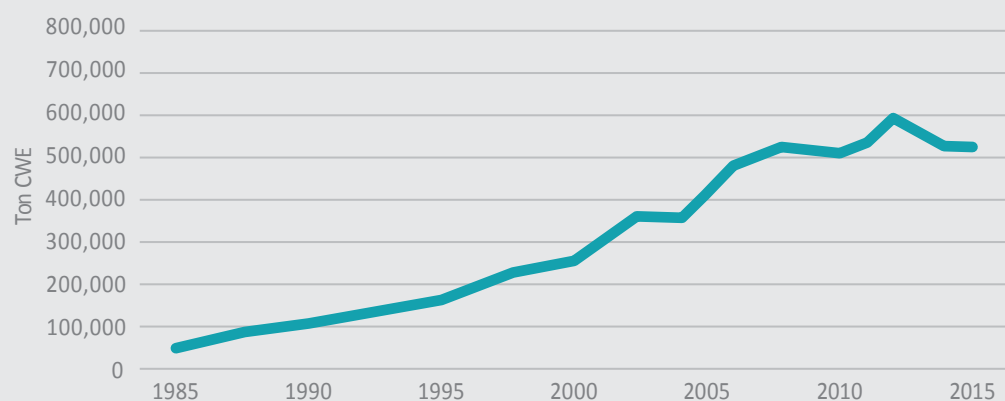
» Evolution of the Industry



Annual
growth rate
above **7%**
over 30 years

:: Evolution of pork production

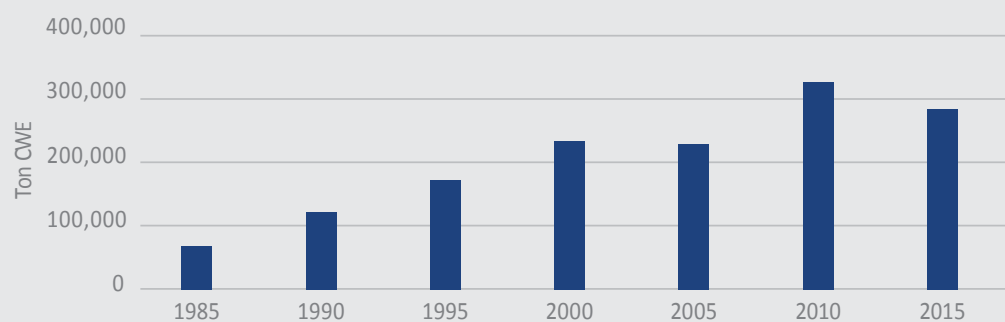
Source: INE



From 5.5 kg
per capita in
1985 to **16.3**
kg in 2015

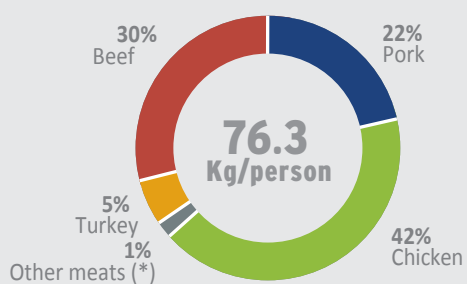
:: Evolution of pork consumption

Source: INE



:: Meat Consumption per Capita

Source: Asprocer with information from INE and Customs



:: Meat consumption per capita (Kg)



(*) Includes other meats

Production

In 2015, pork production represented 36% of total meat production. Pork production reached 523 thousand tons CWE, which represents an increase of 1% over the previous year. Fifty-five percent of total production was destined for export.

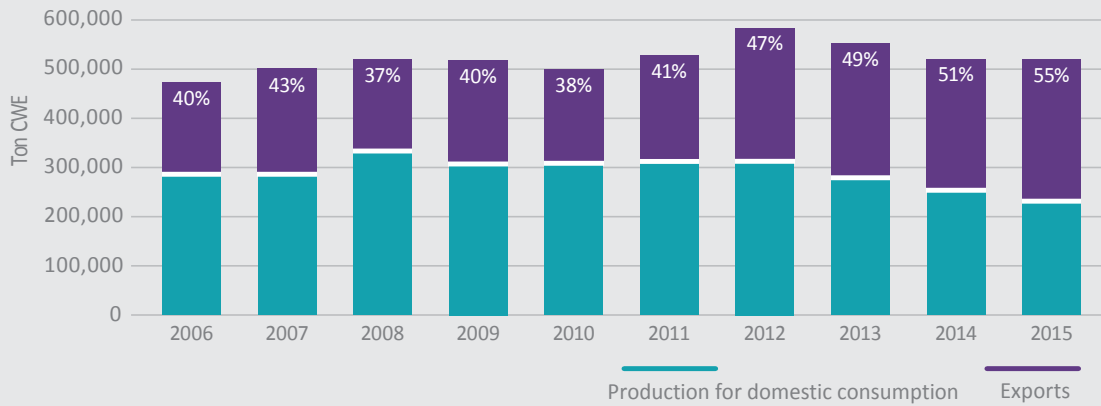
Consumption

In 2015 pork consumption reached 16.3 kilos per capita, of which 19% corresponds to imported meat.

Pork ranks third among the meats most consumed on a national level, representing 22%.

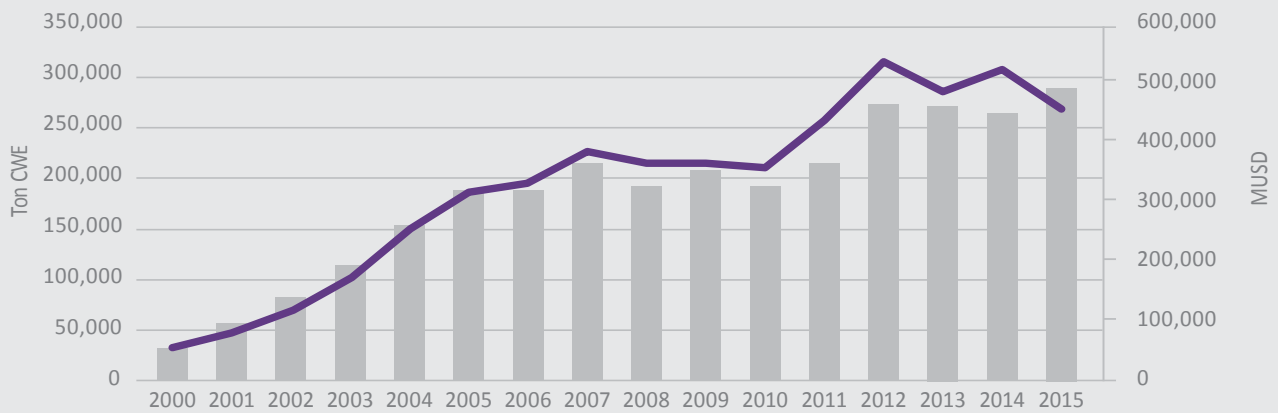
:: Production for Domestic Consumption and Export

Source: INE and Customs



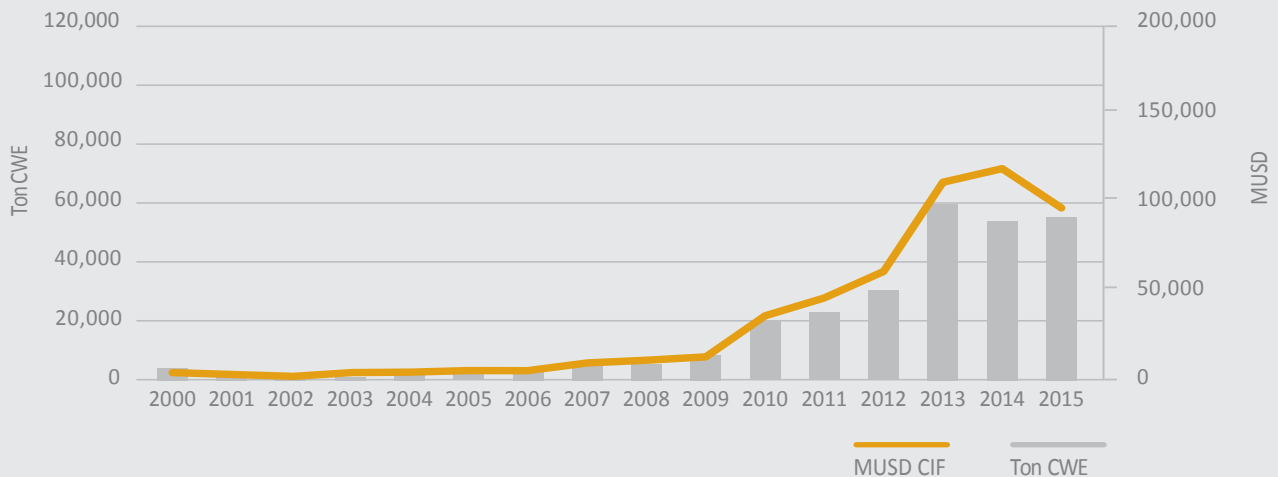
:: Pork Exports

Source: Customs



:: Pork Imports

Source: Customs



Foreign Trade

Exports in 2015 increased by 9% in volume and decreased by 13% in value, which was due mainly to the lower international pork prices observed during the period.

The main pork export destinations were South Korea (27%), Japan (22%), China (18%) and Russia (17%).

In 2015 pork imports grew 3% in volume and decreased by 19% in value with respect to the previous year.

The main pork suppliers continue to be the United States, Canada and Brazil.

2015 Summary



Production

523,833 Ton CWE
975,225 MUSD



Consumption

291,406 Ton CWE
615,627 MUSD



Exports

287,660 Ton CWE
457,066 MUSD



Imports

55,234 Ton CWE
97,467 MUSD

3. The Industry in Numbers

:: Main Export Destinations in 2015









- | | | | |
|---|---|---|---|
|  Germany |  Cyprus |  Hong Kong |  New Zealand |
|  Angola |  South Korea |  Italy |  Russia |
|  Australia |  Spain |  Japan |  Singapore |
|  Belarus |  Equatorial Guinea |  Liberia |  Sweden |
|  China |  Holland |  Lithuania |  Switzerland |
| | | |  Zaire |

3. The Industry in Numbers

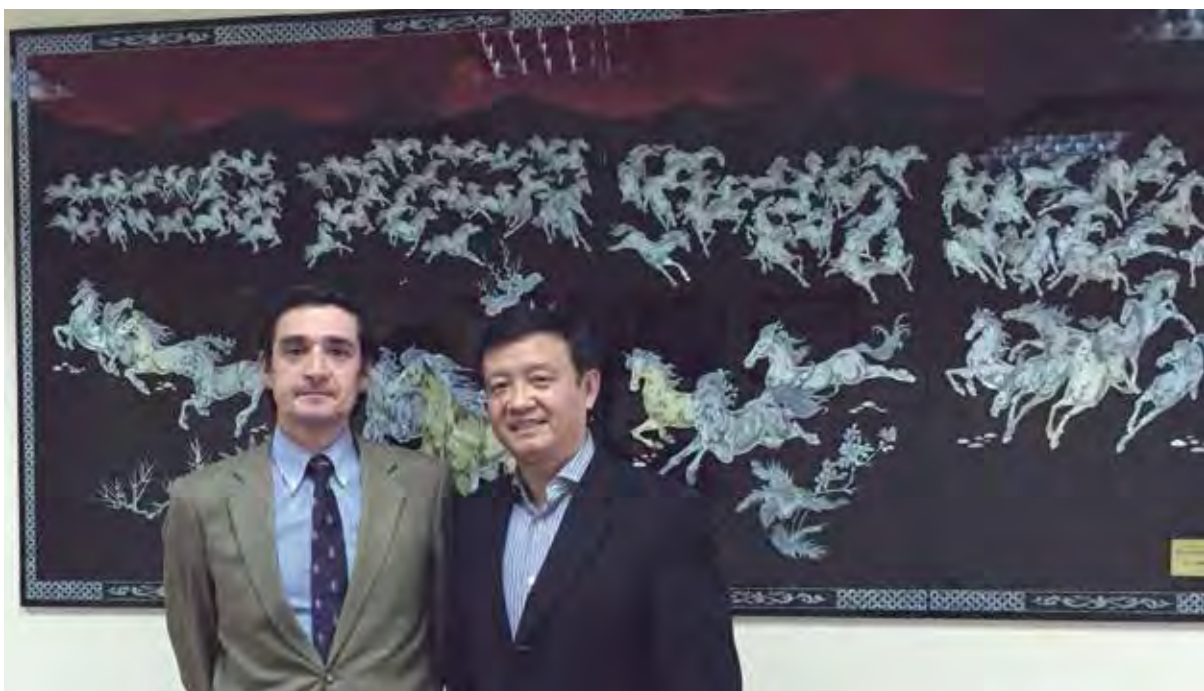
» Statistics

Year	 Production		 Consumption		 Exports		 Imports	
	Ton CWE	MUSD	Ton CWE	MUSD	Ton CWE	MUSD	Ton CWE	MUSD
1996	184,699	268,166	183,304	264,817	2,713	5,998	1,318	2,650
1997	208,704	344,339	204,089	339,187	4,941	7,256	326	2,105
1998	235,015	341,941	215,151	304,274	21,456	40,873	1,591	3,206
1999	243,692	310,998	228,857	276,130	18,187	38,946	3,352	4,078
2000	261,477	325,411	232,391	277,358	32,771	52,390	3,685	4,337
2001	303,006	344,523	247,032	269,738	56,828	76,208	855	1,423
2002	350,721	397,103	270,275	287,632	81,528	111,313	1,081	1,842
2003	365,343	470,556	253,284	314,643	112,531	157,239	472	1,326
2004	372,845	591,790	221,090	346,080	153,265	248,696	1,510	2,987
2005	410,664	719,978	228,399	411,643	184,563	312,496	2,298	4,161
2006	471,769	790,554	286,835	466,272	187,877	329,230	2,944	4,948
2007	498,706	880,144	291,295	505,433	213,206	384,697	5,795	9,985
2008	522,423	955,706	336,159	595,246	191,378	369,821	5,114	9,361
2009	513,741	922,036	316,271	567,068	206,368	368,790	8,899	13,822
2010	498,324	1,050,395	328,091	730,772	190,144	357,368	19,911	37,745
2011	527,857	1,312,652	335,152	908,157	215,572	453,155	22,867	48,660
2012	583,673	1,375,440	342,225	899,436	271,565	538,149	30,117	62,145
2013	550,035	1,307,454	340,211	929,949	269,821	489,785	59,997	112,280
2014	520,074	1,224,885	309,977	821,933	263,740	523,538	53,643	120,585
2015	523,833	975,225	291,406	615,627	287,660	457,066	55,234	97,467



4. Activities

» Activities

**Asprocer Trade Mission to Vietnam and Indonesia**

Asprocer undertook a trade mission to Vietnam and Indonesia in order to advance the process of health and trade liberalization in both markets. The mission included meetings with ambassadors, commercial attachés and the Deputy Director General of the Chamber of Commerce and Industry of Vietnam, Nguyen The Hung.

SAG and Asprocer visit Asia

The Director of SAG, Angel Sartori, and the General Manager of Asprocer, Rodrigo Castañón, toured Asia in order to analyze the technical regulations that will provide for a more fluid trade of products; to review the progress of the electronic certification process and to improve the registration and authorization of pig slaughterhouses to export to China. In South Korea, the reactivation of the cooperation agreement between both countries was discussed.

Official Delegation of Nicaragua visits Asprocer

An official delegation from Nicaragua visited Asprocer with the purpose of obtaining information regarding the experience obtained by the national pork industry and the role of the trade association as a facilitator of trade of Chilean pork throughout the world.

World expert on Chinese regulations and requirements invited by Asprocer

In order to continue to support Chilean pork exports to the Chinese market and be at the forefront in terms of food safety issues, Asprocer invited the expert Dr. William James, who has vast experience in foreign trade issues in the global market with an emphasis on China. The specialist spoke about the new Chinese microbiological and residue requirements and regulations, offering the industry a series of recommendations to encourage Chilean exports to that market.



The Chilean Pork Industry participates in Expo Food Process 2015

With a large turnout, the pork industry was presented at the Expo Food Process 2015 trade show in Santiago. The seminar organized by Asprocer highlighted the remarkable cases of different pork companies in the productive, environmental and innovation fields.

Cristián Kühlenthal, General Manager of Maxagro, presented the successful results obtained by the biogas plant, and also described the new and improved strategy

in place aimed at facing the new environmental and social scenario, with attention to the communities and social organizations, in order to meet their demands. Meanwhile, Agrosuper recounted the process by which they have become a multinational company, and the social responsibility that this has entailed, mentioning initiatives in the educational field, local entrepreneurship and innovative developments in order to approach the consumer and the client through packaging design and labels.



Asprocer meets with de Minister of AQSIQ

Asprocer met with ZhiShuping, Minister of the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ) and his delegation, in order to strengthen relations between both countries and maintain and improve access to the Chinese market. The meeting was also attended by the Director of SAG, Ángel Sartori, and Rodrigo Castañón, General Manager of Asprocer, among others.

Electronic certification process between Chile and Mexico

The visit to Chile by the Director General of the National Service for Agroalimentary Public Health, Safety and Quality (SENASICA) of Mexico, Arturo Calderón, was aimed at moving ahead in areas that will facilitate trade in inspection and electronic certification for agricultural products between both countries.

Authorized Economic Operator (AEO) Pilot Program

The National Customs Service of Chile launched the AEO Pilot Program to increase the fluidity of cross-border traffic and ensure the international trade process. It is present in 50 countries and has procedures that certify the logistics chain and facilitate trade. It is composed of four exporting companies, one of which is Agrosuper.



ChilePork stands out in China

Chilean pork, served in a food truck, was one of the products preferred by Chinese consumers during the Chile Week event held in Beijing. This event, which was organized by Direcon, sought to promote the trade of products and investment between Chile and China. The restaurant on wheels brought together thousands of people who enjoyed eating pork prepared in both the Chinese and Chilean gastronomic styles.



ChilePork satisfies the preferences of the Chinese market

ChilePork, a sectoral brand that represents the Chilean pork exporters, participated in an event in China organized by Patagonia Mussel and endorsed by ProChile. On the occasion, the distinguished international culinary critic of Chinese

origin, Mr Lo, stated that ChilePork products are of high quality, safe and nutritious, and that these three features combined with the quality of service delivered by ChilePork, fully satisfy the Chinese consumer.





ChilePork in South Korea and Japan
ChilePork, the sectoral brand for the pork industry, held its annual meeting with business partners, where the importance of the vertical integration of Chilean pork exporters was addressed. On the occasion, the expert Brett Stuart spoke about international projections for pork. In South Korea and Japan exporters and importers enjoyed a golf tournament and a buffet of different dishes prepared

with Chilean pork. "Exports of pork products are important for the Chilean economy. Today pork constitutes the main type of meat exported by Chile and this has been possible thanks to the joint public - private work effort in terms of health, food safety and trade facilitation" stated Juan Miguel Ovalle, president of ChilePork.

**FSIS top official visits Agrosuper**

The Administrator of the United States Department of Agriculture's Food Safety and Inspection Service (FSIS), Alfred Almanza, visited Chile with the purpose of making progress in the Electronic Certification (eCert) process for agricultural products. He visited an Agrosuper swine export plant to observe how the inspection and food safety control systems function in the field.



The Minister of the Environment visits Maxagro

The Minister of the Environment, Pablo Badenier, accompanied by local authorities, visited a Maxagro pig farm. He highlighted the company's commitment to the improvement of the existing technology for the treatment of purines. Maxagro, who received the 2014 Recyclópolis - El Mercurio award, has shown a clear commitment to environmental innovation and sustainability.



Asprocer conveys the need for a spatial planning strategy

"The lack of spatial planning in rural areas has caused serious social and environmental problems in recent years, negatively affecting rural communities and the competitiveness of companies" stated Rodrigo Castañón, General Manager of Asprocer, in a seminar organized to discuss and further develop the proposal from the authority regarding this subject.

MMA and Asprocer: Prevention and Decontamination Plan for the MR

As part of the preparation of the Draft Prevention and Decontamination Plan (PPDA, for its acronym in Spanish) for the Metropolitan Region (MR) promoted by the Ministry of the Environment (MMA, for its acronym in Spanish), Asprocer worked with the authority conducting site visits with the purpose of establishing a registry of the production systems and management of the pork industry.



Pork sector strengthens sustainable management

The Mayor of the Metropolitan Region, Claudio Orrego, presented the government's Regional Porcine Strategy at a meeting with pig farmers from the region and different public authorities who deal with environmental issues. The proposal includes actions such as: construction of biodigesters for the production of energy using purines, control of unpleasant odors and work with the communities. The need for a spatial planning plan for rural areas was also discussed.



The Dead Pig gastronomic event in Talca

This event aims to preserve an entrenched tradition of the Chilean countryside and celebrate the properties, versatility and flavor of pork. "We are committed to our traditions. We seek to highlight the Chilean culinary heritage regarding pork meat and the variety of products obtained from this noble animal" said Guillermo García, general manager of Coexca, a participating company and co-organizer of this event which takes place in Talca.



Asprocer offers training to its associates on environmental issues

Given the new Exempt Resolution of the Superintendency of the Environment (SMA, for its acronym in Spanish) Number 223/2015, Asprocer conducted a training workshop for representatives of member companies, providing the legal, technical and practical basis for the new control procedures, the presentation of the new monitoring plans and the reports to be sent to the SMA related to environmental issues.



VI Latin American Pork Workshop

The prevention, control and eradication of diseases affecting pigs was the focus of the meeting organized by Boehringer Ingelheim. Rodrigo Castañón, General Manager of Asprocer, highlighted that the event allowed the sector to address the challenges faced at the regional level in terms of animal health, food safety and sustainability, with other countries.



SAG and Asprocer participate in an international event regarding PRRS

SAG and the Chilean pork industry participated in an International Conference on Porcine Reproductive and Respiratory Syndrome (PRRS) in Belgium, in order to make the official program for the eradication of PRRS and its progress in the country known, a challenge that Chile has successfully faced over the last decade.



**Chile is recognized by the OIE as
free from CSF**

Chile was certified by the World Organisation for Animal Health (OIE) as a country free of Classical Swine Fever (CSF) within the framework of the World Assembly of Delegates of the OIE, thus recognizing the work that has been done in terms of animal health issues to eradicate this disease that only affects pigs.

**Chilean pork industry, pioneer in animal welfare**

Chile is a pioneer and leader in terms of animal welfare at a regional level in terms of industrial production, according to the World Society for the Protection of Animals. This was reaffirmed at the International Workshop "Challenges for Veterinary Science in Latin America and the Caribbean", organized by the Pan American Association of Veterinary Sciences (PANVET) and Universidad Mayor. Today the Chilean pork sector is a leader on this topic thanks to the work Asprocer has been doing for over 10 years.

Pork sector makes progress in animal health issues

The progress made in the official programs for the Control and Eradication of Porcine Reproductive and Respiratory Syndrome (PRRS) and the Prevention of Porcine Epidemic Diarrhea (PED) were analyzed in a seminar attended by pork producers and SAG representatives.



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